



# RDDP Riverside Drive Development Plan

## TEAM

Heritage Directions, LLC  
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 Kloesel Engineers PA  
 Economic Stewardship, Inc.  
 Site Design Studio, PLLC  
 Pearson Russell Landscape Architecture  
 Asheville Design Center

An aerial photograph of an urban area, likely in New Belgium, showing a river, roads, and various buildings. The image is used as a background for the text.

# RDDP HIGHLIGHTS

- 1 MAXIMIZE DEVELOPMENT POTENTIAL
- 2 DEVELOP A RAD-SPECIFIC FORM-BASED CODE
- 3 IMPLEMENT THE PEDESTRIAN TRANSITION ZONE
- 4 PROVIDE A PARKING GARAGE
- 5 REHABILITATE 14 RIVERSIDE DRIVE
- 6 DEVELOP RIVERSIDE PARK & PUBLIC AMENITIES
- 7 INSTALL RAD-SPECIFIC WAYFINDING & WELCOMING
- 8 CONNECT TO NEW BELGIUM
- 9 IMPLEMENT RADTIP
- 10 ENCOURAGE CREATIVE PARTNERSHIP



*Community engagement included one-on-one interviews and group listening sessions with 525 stakeholders in the River Arts District, including eight public review opportunities. Outreach yielded ideas, insights and suggestions from...*

# RDDP COMMUNITY ENGAGEMENT

Asheville Area Arts Council  
Asheville Area Chamber of Commerce  
Asheville Area Riverfront Development Commission (10 Commissioners)  
Asheville on Bikes  
Buncombe County  
City of Asheville  
EWANA  
Explore Asheville  
Hillcrest Residents Association  
Land of Sky Regional Council of Governments  
New Belgium  
Norfolk Southern  
RADA  
RADBA  
RADPAC  
RAD artists, businesses, property owners and tenants (± ten percent of the total)  
RiverLink  
WECAN.

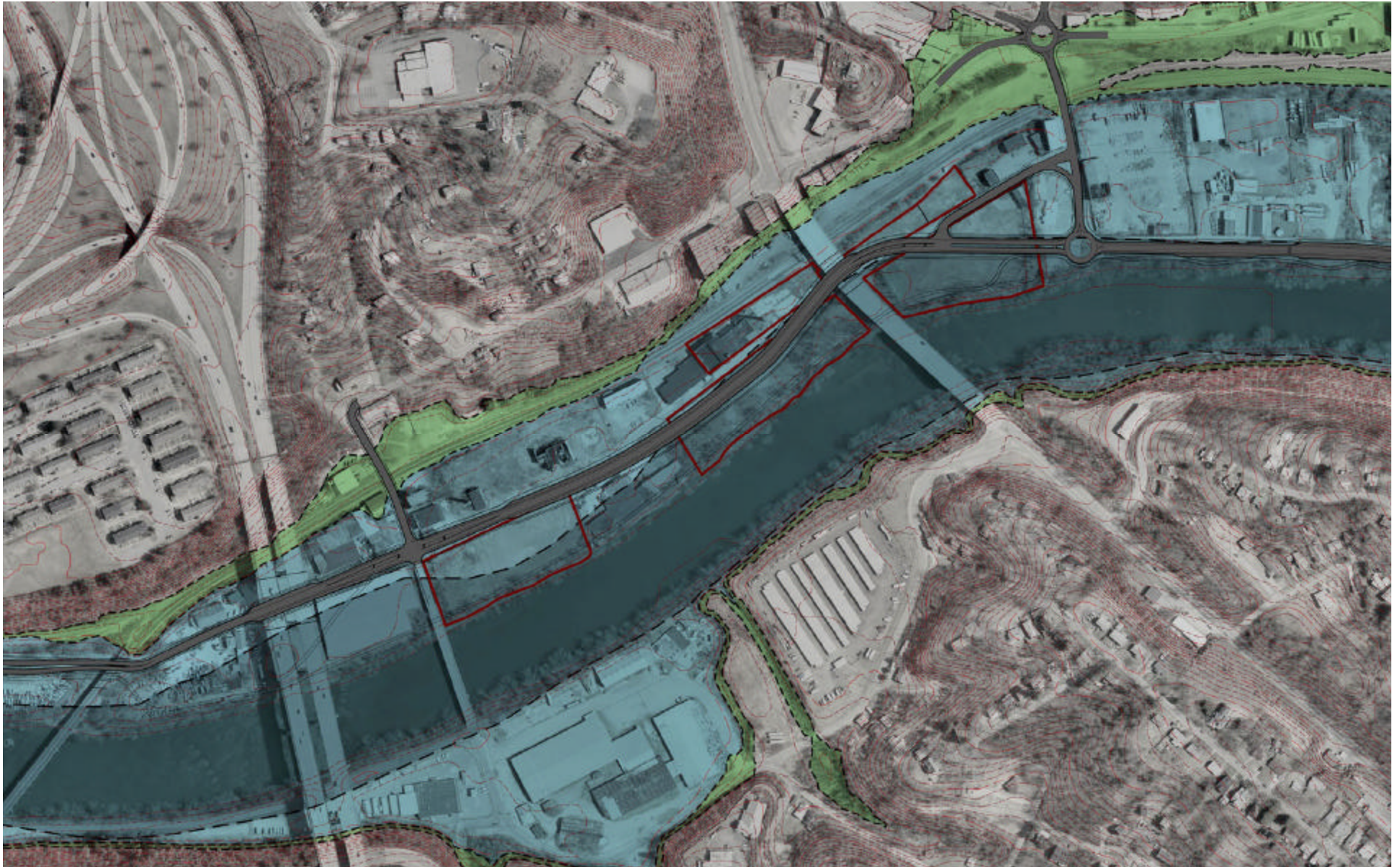
An aerial photograph of a riverfront area in Asheville, North Carolina. The image shows a mix of urban development, including buildings, parking lots, and roads. A prominent bridge crosses the river, and a roundabout is visible near the top center. The text 'RDDP PRINCIPLES' is overlaid on the left side of the image.

# RDDP PRINCIPLES

- Strengthen the bond between the River Arts District and the French Broad;
- Leverage COA investments in improving the French Broad Riverfront and revising Riverside Drive by generating economic, cultural and social returns;
- Fulfill expectations among residents, business patrons and tourists that the River Arts District experience encompasses cultural activities, access to riverfront green space and a vibrant neighborhood with strong links to the rest of Asheville;
- Reinforce the River Arts District's exuberant character and French Broad views as experienced from both the public realm and private spaces;
- Accommodate a mix of commercial and residential uses—including affordable units and an affordability surety—and provide the pedestrian circulation and parking they require to thrive;
- Encourage inviting day- and night-time activity compatible with urban living.



EXISTING CONDITIONS: STUDY AREA



**CONSTRAINTS:**  
FLOODWAY, FLOOD PLAIN, NORFOLK SOUTHERN AND PREFERRED ALTERNATIVE FOR RADTIP



**STRATEGY:** MAXIMIZE DEVELOPMENT POTENTIAL



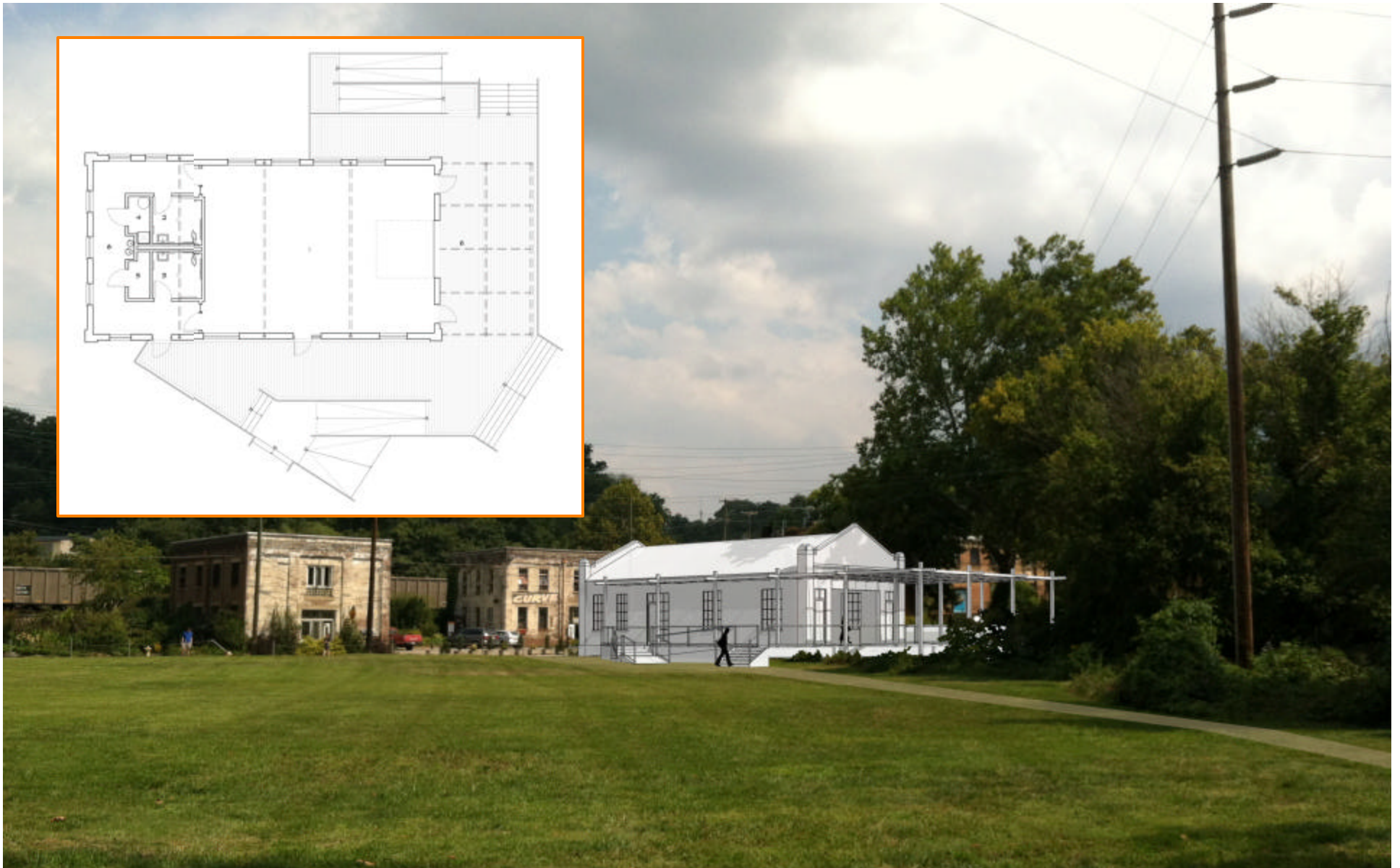
## STRATEGY: MAXIMIZE DEVELOPMENT POTENTIAL

... within the 50,000 sf footprint of City-owned land while respecting the historic and contemporary context and character of the River Arts District.



## STRATEGY: REHABILITATE 14 RIVERSIDE DRIVE

... to serve as 1) a visitor's portal to RAD (with assembly space), 2) a transportation and recreation hub (with assembly space) and/or 3) a "cold shell" for commercial use.



### STRATEGY: REHABILITATE 14 RIVERSIDE DRIVE

... in every case, maintain the historic character, integrate it into the new urban village, add a covered stage/deck to the western façade, consider bridging across the creek and incorporate public restrooms.

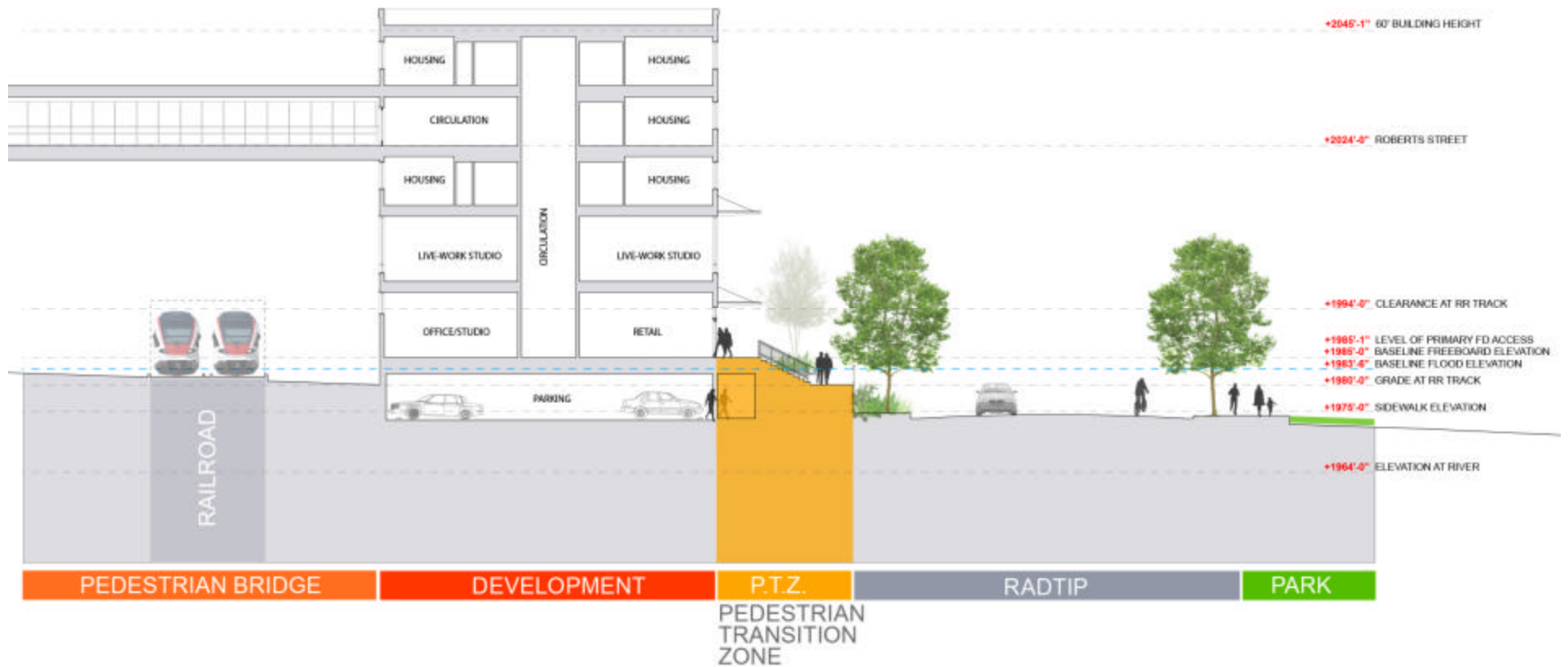


## STRATEGY: DEVELOP RIVERSIDE PARK & PUBLIC AMENITIES

... to create continuous access to the River and to implement the “great lawn,” a constructed, interpreted wetland, a festival lawn and an arts- and water-related playground – a series of outdoor rooms midway along the River.



STRATEGY: CONCEPT 4



**STRATEGY: PEDESTRIAN TRANSITION ZONE**

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